

TAURANGA MOANA 2050

Tauranga Moana will be a vibrant, green-led region, with a thriving economy and natural geographical resources that provide residents with a healthy, balanced lifestyle. Knowledge-led, export businesses will thrive, leading to opportunities for all. The region will attract and retain top talent through an unbeatable lifestyle, collaborative leadership and meaningful partnerships, including with mana whenua.

TE PAI ME TE WHAI RAWA O TAURANGA MOANA KI TE AO

The prosperity and splendour of Tauranga Moana to the world

OUR VISION

Vision for Tauranga Moana

OUR PURPOSE

Common Purpose & Service Model

Creating an innovative, higher value and more productive economy

Through support of innovative businesses and people and by positioning for a future economy.

Skills and education pathways

Enabling a higher skilled workforce and better employment outcomes for our community, leaving no-one behind.

Smart business, talent and investment attraction

Encouraging growth and attraction of those that improve the quality of our economy.

Creating the conditions for business success

Through long term planning, championing business success and enacting Tauranga Moana's 'DNA'.

Creating a prosperous and sustainable region

GUIDING PRINCIPLES

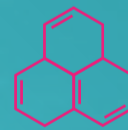
Our Unique Regional DNA



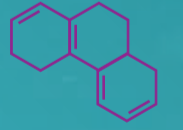
Ease of access to the outdoors



Leaving no one behind



Diverse & vibrant neighbourhoods



Building for future generations



Positive & open, collaborative attitude



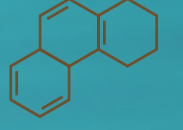
Ease of transport & movement



Kaitiakitanga for our ocean, climate & fertile soil



Our innovative culture



Real & authentic work-life spirit

In balance these DNA strands and bonds form a unique set of conditions for successful economic development to 2050, underpinned with an understanding of tinana (physical), wairua (spiritual), hinengaro (mental) and whānau wellbeing.

LONG TERM GOALS

Improving living standards through increasing earnings is critical. Our long term goals for the regional economy are:

- Achieve earnings parity with Aotearoa New Zealand by 2035
- Achieve earnings parity for Māori by 2045.

STRATEGIC PILLARS

	INNOVATION	SUSTAINABILITY	INFRASTRUCTURE	MĀORI ECONOMIC DEVELOPMENT	TALENT	CITY CENTRE
Why this is important	Growth companies, especially technology led ones, create more knowledge intensive jobs, leading to greater earnings. Our economy needs more of these businesses to improve productivity and earnings. We also need to position our economy for future changes and trends.	A strong sustainability position is essential for the Western Bay of Plenty economy to remain competitive. It will help to ensure we provide for our present generation, those who live, work, learn and play in the city, whilst also safeguarding the needs of our future generations.	Our region needs to have the right infrastructure for long term, sustainable growth and to ensure that critical economic sectors are catered for.	Māori make up 19% of our population, a higher proportion of the future workforce but have poorer workforce outcomes than non-Māori.	Business success is linked to the availability of talent, and particularly skilled talent. Our region will grow a large amount of jobs in the future, the nature of these jobs will change rapidly. Demographic changes mean that it is essential that we make the most of local talent and attract the right talent for the future.	A vibrant city centre is beneficial to the growth of the region, supporting scale / intensity of business, talent attraction, favourable housing and transport outcomes.
Our role	<ul style="list-style-type: none"> ▪ Support collaboration and communication between businesses and talent to succeed. ▪ Determine high value industries and skills of the future and undertake attraction in support of this. ▪ Champion successful businesses to inspire and attract others. 	<ul style="list-style-type: none"> ▪ Delivering large scale, business-led projects that drive sustainability. ▪ Increasing awareness and engagement with improved environmental sustainability. ▪ Focus on decarbonisation and circular economy as areas with the greatest impact / alignment. 	<ul style="list-style-type: none"> ▪ Champion and create long term planning that aligns to future economic needs. ▪ Support the efficient use of infrastructure. ▪ Support funding and financing arrangements to enable provision infrastructure ahead of demand. 	<ul style="list-style-type: none"> ▪ Work with and support Toi Kai Rawa. ▪ Support improved education outcomes in the STEM area in alignment to higher skilled job creation. ▪ Pathways to employment and higher skilled employment. ▪ Support Māori business and partnership in other pillars. 	<ul style="list-style-type: none"> ▪ Pathways between education and employment. ▪ Retention of talent in the area via education, workforce pathways and conditions. ▪ Attraction of skilled talent to the area from domestic and international sources. 	<ul style="list-style-type: none"> ▪ To promote the city centre as a place for investment. ▪ Facilitating and supporting new developments and growth of the city centre. ▪ Supporting and promoting the University of Waikato's Tauranga campus.